



**City of Scottsdale  
Library Board  
Regular Meeting Minutes**

Wednesday, September 20, 2023, 3:00 p.m.  
Civic Center Library, Studio Program Space Room  
3839 N Drinkwater Blvd  
Scottsdale, AZ 85251

**PRESENT:** Chair Janet Smigielski, Board Members, Sam Campana, Natalee Esposito, George Hartz, Enid Seiden, and Leslie Totten

**ABSENT:** Vice Chair Freda Hartman

**STAFF:** Melissa Orr, Senior Library Manager and Interim Library Director; Alicia Brillon, Senior Library Manager; Lee Schnoor, Systems Integration Supervisor; Javier Mendoza, Staff Coordinator; Judy Doyle, Community Services Assistant Executive Director; Anna Anderson, Management Analyst for Community Services, and Ed Kiang, Civic Center Branch Manager

**Call to Order**

Chair Smigielski called the meeting to order at 2:58 p.m.

**Roll Call**

Members present as listed above.

**Public Comment:**

There were no public comments.

**Minutes – June 21, 2023**

Chair Smigielski noted on page 2, paragraph 2, that it should be Library Board not Commission. Ms. Orr noted she was noted as the Acting Library Director, and it should have been Mandy Carrico.

BOARD MEMBER SEIDEN MOVED TO APPROVE THE MAY 17, 2023, LIBRARY BOARD REGULAR MEETING MINUTES AS AMENDED. BOARD MEMBER CAMPANA SECONDED THE MOTION, WHICH CARRIED BY A VOTE OF SIX (6) TO ZERO (0). CHAIR SMIGIELSKI, AND BOARD MEMBERS CAMPANA, ESPOSITO, HARTZ, SEIDEN, AND TOTTEN VOTED IN THE AFFIRMATIVE. THERE WERE NO DISSENTING VOTES.

## **REGULAR MEETING AGENDA**

### **1. New Board Member(s) and Staff Welcome**

Chair Smigielski asked for the board members to introduce themselves and share something about themselves.

- George Hartz previously served six years on the Historic Preservation Commission with two and a half years being chairman, six years as the Scottsdale representative to the Papago / Salado Tourism Association, Inc., and over ten years on the Friends of the Library Board.
- Leslie Totten has participated in many library activities and events as either a patron or volunteer and has worked with First Things First which is a supporter of early literacy library services.
- Enid Seiden has been on the Library Board for three months, served on three boards within the city, is a retired reading specialist, volunteers at Cherokee Elementary School, participates in two book groups and loves to read.
- Sam Campana has been on the Library Board for three years and submitted her application for reappointment, served 12 years on the City Council, and does this to honor her mother, who was a librarian.
- Natalee Esposito was appointed in December 2022 and has been a teen and adult library volunteer.

Melissa Orr asked the staff members present to introduce themselves.

- Lee Schnoor is the Tech Supervisor for Community Services which includes the libraries.
- Javier Mendoza is the Staff Coordinator of the Library Board and supports many departments within Community Services.
- Judy Doyle is the Community Services Assistant Executive Director. She served 20 years as the City's Budget Director. Her role will consist of day-to-day operations within Community Services, including overseeing the libraries.
- Alicia Brillon is the Senior Library Manager for Technical Services.
- Anna Anderson is the Management Analyst for Community Services.
- Melissa Orr is the Senior Manager of Programs, Outreach, Staff Development, and Volunteer Services and has been serving as Interim Director for several months.
- Ed Kiang is the newly hired Branch Manager for the Civic Center Library.

Chair Smigielski provided reminders to board members regarding the Arizona Open Meeting Law and asked them to review the policies, information, and links on the website.

### **2. Patron Comment Report**

Melissa Orr, Interim Library Director, provided an overview of the past three months of public comments, noting the majority were extremely positive about staff and the very successful Lego playground. There were some negative comments that are being addressed, specifically the Wi-Fi, technology, and the web page. A big project for this year is to fine-tune the web page before transferring to the City's new web page. Ms. Orr explained that any card that is marked as wanting a response is responded to. Some of the concerning comments were related to DEI, in particular, the library being closed in observance of Juneteenth which included substantial back-and-forth communication with the patron. Comments were received regarding the libraries working with the homeless and a rainbow story that was thought to have not been advertised. The concern with the children coming to the Arabian Branch after school and the noise associated with it continues to be an

issue. Branch Manager Aikin continues to work with the Principal and SRO at the school to find ways to get the disruption under control, including looking at alternatives.

Chair Smigielski suggested monitoring steps being taken to decrease the noise and disruption when the students arrive to see if it is effective and determine if additional steps need to be taken. Patrons should not feel like they cannot visit the library during that time.

In response to questions from Board Member questions, Ms. Orr stated some of the students use the library as an after-school daycare, while others receive tutoring, utilize the time to complete their homework, or simply hang out with friends. The library staff member who responded to the Juneteenth comment is no longer employed in Scottsdale and a bank of responses is used for consistency.

### **3. Q4 Library Usage Metrics Report**

Anna Anderson, Management Analyst, provided an overview of FY22/23 (7/1/22 to 6/30/23) library metrics compared to FY 21/22. The year-to-date (YTD) physical gate counts, including both drive-through and curbside pickup, have increased by 21%. Digital gate counts are slightly down because usage is normalizing post-pandemic.

In response to a question from Board Member Totten, Ms. Brillon explained they do maintain statistics on Wowbrary users; however, it is not included in this presentation.

Where many paid services are based on the number of cardholders, in FY 17/18 any library cards in the database that had not been used for at least two years were deleted to create a more accurate level of cardholders. This process continues today and is noted on the cardholder slide. There were 76,331 cardholders at the end of FY 22/23. When broken down by branch, Civic Center has the most cardholders with Mustang, Appaloosa, and Arabian following respectively.

Chair Smigielski noted the addition of the explanation provides a better understanding of the cardholder numbers.

Internal usage refers to who uses the library and what activities they participate in, inclusive of physical circulation, Wi-Fi use, and computer usage. Internal usage is up 25% with physical circulation accounting for 90% of that increase. Remote Usage includes helpline calls, database usage, e-Circulation, and ask a librarian, which is up 23%. e-Circulation accounts for 88% of that increase. There was a total of 2,822,422 total instances of usage in FY 22/23.

In response to a question from Board Member Hartz, Ms. Anderson explained any time a Scottsdale Public Library Card is used to access online material, including the Greater Phoenix Digital Library, that statistic comes to Scottsdale.

The total collection has increased by 5% and is inclusive of the 14 million songs streamed through Freegal Music, the 370,000-piece physical material, e-resources, and everything that is not physical material in the libraries.

Chair Smigielski stated the 5% increase is confusing and deceptive as the material budget has decreased each year since 2020. Ms. Brillon explained that libraries can only hold so many physical items but can hold unlimited electronically and have added services that provide a lot more content. Freegal Music has also increased their catalog by 1 million titles which is counted in the 5% increase. Some anomalies make it possible to increase circulation even though the budget has decreased.

Total circulation is up 30% compared to FY 21/22 and 41% compared to FY 20/21. Physical material increased in Q1 and e-materials decreased in Q2 and now both are increasing. Attendance at youth and adult programs totaled 31,917 participants for 1,561 programs offered. Computer and Wi-Fi usage was down for Q4, but overall higher than FY 21/22. Mr. Schnoor provided an overview of the project that will replace all Wi-Fi wiring and ultimately increase connectivity speeds. The work will take place after hours; however, any impact on the patron's computer or Wi-Fi usage during the project will be communicated through the web page, social media, etc. The same communication process will be utilized to notify patrons of the upgraded Wi-Fi.

Library Shop revenues totaled \$98,000 for FY 22/23, which goes into the Special Revenue account and can be utilized to purchase new material. 391 teen and adult volunteers worked 13,202 hours during FY 22/23. Utilizing the National Database, the value of the volunteer time is equivalent to \$29.95 per hour or \$400,000 YTD.

In response to a question from Board Member Campana, Ms. Brillon explained the library card holder count is inclusive of new card holders, long-term card holders, and those that were purged. They do have statistics related to the number of new cardholders and those that were purged and can look at adding a count for long-term cardholders.

#### **4. FY 22/23 Annual Library Overview**

Melissa Orr, Interim Library Director provided an overview of the FY 22/23 Annual Library report.

- Reviewed the Organizational Chart noting Senior Manager Mandy Carrico is no longer part of the Scottsdale Public Library system (SPLS) and they have been recruiting to fill that vacancy. They are in the process of hiring a municipal security officer for Civic Center and Mustang.
- A five-year strategic plan was developed using community input which included increased library service access for the community, ambitiously educating the community about the library, staff development and involvement, innovating library services for the future, and infusing DEI into the library work and culture. The plan will be reviewed annually and adjusted accordingly based on community input.
- Continued focus on staff development using a mentorship program, creating a succession plan, and additional training such as the annual all-library staff conference.
- The annual library card holder event with the card campaign drawing contest in conjunction with the Friends of the Scottsdale Public Library had 700 participants.
- Books2Go now has six locations which are stocked by branch volunteers. The newest is at the Garden Apartments District.
- All library shops were opened which aided in the \$98,000 revenue.
- Women in History is very important as the library was founded by women. Upon receiving grant funds, a staff member will be creating historical photos to display in FY 23/24.
- The library worked with Parks and Recreation and the Office of Tourism to put on the Bonanza which had 3,200 in attendance. This same event is planned for next year.
- All volunteers were recognized and thanked for their service in April during Volunteer Appreciation Week. Trey Granger, President of the Friends of Scottsdale Public Library, was presented with the Vision Award before the City Council during the same week.
- New resources include video games, NY Times Cooking and Games, Cloud Library, and Comics Plus inclusive of manga and graphic novels for all ages.
- Nationwide problems within libraries include book challenges and attempted book bans, reduced funding for staff and materials, and threats to personal safety.

- Working with Human Services and outside agencies to address patrons with mental health and trauma resources as needed. Continued focus on DEI library materials and programs.
- Utilize Patron Point to distribute the monthly newsletter to patrons, pilot the reciprocal borrowing program with Maricopa County, put up a new Books2Go location in Rio Montana Park, determine the future of Civic Center Café, and get new programs on Scottsdale Civic Center.

In response to questions from Board Members, Ms. Orr stated the book challenges are related to LGBTQIA+. Scottsdale did receive a call about a book that was in their collection, but nothing more came of it. A meeting will be held with branch managers to review their plans for lockdown and evacuation, fire extinguisher, and AED training. Staff training on administering Narcan is still being discussed at a higher level.

## **5. Board Member Recommendation on Rassner Endowment Fund**

Melissa Orr, Interim Library Director, stated this is an annual item that the board votes on and this year the interest is \$18,300 which will be split between collection and other needs for the library in FY 23/24.

BOARD MEMBER ESPOSITON MOVED TO RECOMMEND THAT THE CITY COUNCIL APPROVE THE DISTRIBUTION OF \$18,300 FROM THE RASSNER MEMORIAL SCOTTSDALE LIBRARY ENDOWMENT FUND FOR FY 23/24. BOARD MEMBER CAMPANA SECONDED THE MOTION, WHICH CARRIED BY A VOTE OF SIX (6) TO ZERO (0). CHAIR SMIGIELSKI, AND BOARD MEMBERS CAMPANA, ESPOSITO, HARTZ, SEIDEN, AND TOTTEN VOTED IN THE AFFIRMATIVE. THERE WERE NO DISSENTING VOTES.

## **6. Old Business**

Chair Smigielski explained that “old business” is for topics that were previously discussed, and a board member is seeking additional information or clarification on a specific topic.

### **a. Library Board Endorsement of Human Relations Commission Project**

Chair Smigielski reminded the board of the presentation from Emily Hinchman, Chair of the Human Relations Commission at the June 21, 2023, meeting discussing the civil dialog series. The item was not noticed as an action item and a vote to endorse this project could not be taken. The purpose of bringing it up again was to summarize the presentation, and call for a motion and vote for the Scottsdale Library Board to endorse this project.

Melissa Orr, Interim Library Director, stated she and the Adult Services Coordinator attended a Human Relations Commission meeting and presented their ideas for educating patrons in different areas such as religion and culture. One of the programs proposed was a human library where you can sit down with a person and learn about things, such as addiction. Two members of the Human Relations Commission have been assigned to work with library staff upon approval from the Library Board. The programs offered will have to adhere to certain guidelines within the library.

Board Member Seiden stated this program is diverse, educational, and enriching.

BOARD MEMBER SEIDEN MOVED TO RECOMMEND THE LIBRARY BOARD ENDORSE THE HUMAN RELATIONS COMMISSION PROJECT THAT HAS BEEN PRESENTED. BOARD

MEMBER TOTTEN SECONDED THE MOTION, WHICH CARRIED BY A VOTE OF FIVE (5) TO ONE (1). CHAIR SMIGIELSKI, AND BOARD MEMBERS CAMPANA, HARTZ, SEIDEN, AND TOTTEN VOTED IN THE AFFIRMATIVE. BOARD MEMBER ESPOSITO DISSENTED.

## **b. Location Update**

Chair Smigielski explained the purpose of holding meetings at different branch locations including Rio Montana. Beginning in October tours of the libraries will be offered prior to the start of the board meeting for those who want to attend. In compliance with the Arizona Open Meeting Law, anyone planning to participate in the tour must notify Chair Smigielski and Ms. Orr to determine if a quorum needs to be noticed. Board meetings will continue to be held at Civic Center Library until December 2023, when they will move to Rio Montana.

## **7. Director's Report**

Melissa Orr, Interim Library Director provided the Director's Report highlighting the following:

- Summer reading was very successful with a 32% increase in completions and reading minutes increased by 1.4 million.
- The Hold-it lockers and refurbished book drop at Granite Reef were opened on July 27<sup>th</sup>. A marketing push will be going out to residents within that area.
- The 1,000 books before kindergarten went live on August 2<sup>nd</sup>. The Friends of Scottsdale Public Library will hold a 24-hour donor challenge with the proceeds supporting this program.
- The grant-funded Story Walk at Rio Montana opened on August 16<sup>th</sup>.
- Renewal of library cards through Patron Point is up and running for qualified patrons as of September 1<sup>st</sup>.
- September is library card sign-up month that is being marketed on Facebook.
- October is Teentober with many events planned.
- November is National Novel Writing Month and workshops and programs will be held for people to try writing a novel.
- Book week is October 1 – 7, 2023 with many great displays planned.
- National Friends of the Library Week is October 15 – 21, 2023, and is when the 24-hour donor challenge will happen.
- During October and November daily events will take place at the Civic Center.
- The All Staff Conference will be held on October 9<sup>th</sup>. The theme this year is "Stronger Together" and the keynote speaker will be Sara Zettevall, who will discuss how libraries have become social working environments.
- The Library Card Campaign and Ultimate Play Date have been combined into one date and will be held at the Civic Center and called the Ultimate Family Play Date in Concert.
- Comics Plus is a new e-resource for all ages with over 2,000 available titles.
- Reciprocal Plus Borrowing is a six-month pilot program with Maricopa County. This program only offers books, and the patron will comply with their home library rules. The program will be evaluated after the six months.

## **8. Board Members' Reports**

Chair Smigielski provided Vice Chair Hartman's update from the Friends of the Scottsdale Public Library meeting, noting Amanda Shetler is the new president who presided over the September meeting. Two new board members were appointed. The Meet the Authors event will be held at the Holland Community Center in North Scottsdale on October 21, 2023, from 10:00 a.m. to 4:00 p.m. and

will feature 70 local artists. The 24-hour Donor Challenge will be held on October 18<sup>th</sup>. They have a goal of \$5,000 and donations can be made on their website. The 2023 Literacy Award Nomination process is open until September 27<sup>th</sup>.

## **9. Identification of Future Agenda Items and Future Meeting**

- Book banning in Scottsdale
  - Scottsdale public library policy
  - Human Relations Commission Plan
  - Amanda Shetler, Friends of the Scottsdale Public Library President
  - Approval of revisions to general library policies.
  - Meeting room policy
  - Sister Cities and their work with Scottsdale Public Library
  - Prompt discussion of incidents within the libraries
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- Next regular meeting: Wednesday, October 18, 2023, 3:00 p.m. at Civic Center Library

Chair Smigielski thanked library staff for their hard work, especially Melissa Orr for filling in to cover vacant positions.

## **10. Adjournment**

BOARD MEMBER SEIDEN MOVED TO ADJOURN THE MEETING AT 4:48 P.M. BOARD MEMBER ESPOSITO SECONDED THE MOTION, WHICH CARRIED BY A VOTE OF SIX (6) TO ZERO (0). CHAIR SMIGIELSKI, AND BOARD MEMBERS CAMPANA, ESPOSITO, HARTZ, SEIDEN, AND TOTTEN VOTED IN THE AFFIRMATIVE. THERE WERE NO DISSENTING VOTES.

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